

**17th Annual Coalition of National Health Education Organizations (CNHEO)
Health Education Advocacy Summit
February 22-24, 2014
Hyatt Regency on Capitol Hill**

Agenda

SATURDAY, February 22nd

12:00–5:30pm	Registration/CHES Desk	Hall of Battles Foyer
1:00-1:15pm	<p>Welcome Presenter:</p> <ul style="list-style-type: none"> • Elaine Auld, MPH, MCHES, Society for Public Health Education (SOPHE), on behalf of CNHEO <p><i>Choose One:</i></p>	Regency Ballroom
1:20–2:20pm	<p>Advocacy 101: Introduction to Advocacy This session will provide the definition of health advocacy and policy, explain the role of health educators, and identify tools and resources for advocacy. Moderator: Ime Okpokho, University of Louisville Presenter: Jasmine Hicks, Young Invincibles</p>	Regency Ballroom
1:20–2:20pm	<p>Advocacy 201: How to Advocate in your State and Community The session will incorporate advocacy strategies for students to continue to make an impact when they return home to various environments such as college campuses and state legislator’s offices. Moderator: Kathleen Young, M.P.H., Ph.D., M.S., Cal State Northridge Presenters:</p> <ul style="list-style-type: none"> • Amy Thompson, PhD, CHES, University of Toledo • Carol Cox, PhD, CHES, Truman State University 	Lexington/Concord
2:20-2:30pm	<i>Change Rooms</i>	
<i>Choose One:</i>		
2:30–3:30pm	<p>Advocacy 102: Incorporating Advocacy in Professional Preparation (Faculty only) This session will provide an overview of strategies for educational and service learning for health promotion advocacy, and evaluation options to measure the process and impact of advocacy initiatives. Moderator: Kristi King, PhD, CHES, University of Louisville Presenters:</p> <ul style="list-style-type: none"> • Carol Cox, PhD, CHES, Truman State University • Jodi Brookins-Fisher, PhD, MCHES , Central Michigan University 	Lexington/Concord

Advocacy 301: The Role of the Health Educator in Implementing the ACA
This session will focus on the role of health educators in implementing the Affordable Care Act and how to strengthen the infrastructure of health education workforce.

Moderator: Carl Hanson, PhD, MCHES, Brigham Young University

Presenter: Anne De Biasi, Trust for America's Health

**Regency
Ballroom**

3:30–3:45pm *Break*

3:45–4:15pm **Effective Hill Visits**

Moderator: Jerrica Mathis, MEd, SOPHE

Presenter: Clifton Williams, Office of Congresswoman Marcia Fudge (D-OH)

**Regency
Ballroom**

4:15–5:00pm **Challenges and Opportunities in the 113th Congress**

Moderator: Jerrica Mathis, MEd, SOPHE

Presenters: Nicole Burda, American Public Health Association

**Regency
Ballroom**

5:00–5:45pm **How to Use Social Media to Advance Health Policy**

Moderator: Nathan Stewart, University of Northern Iowa

Presenters:

- Ritney Castine, Campaign for Tobacco-Free Kids
- Elaine Colwell, MA, CHES, SOPHE

**Regency
Ballroom**

5:45–6:00pm **Wrap Up/Preparing for Day 2**

Presenter: Jerrica Mathis

**Regency
Ballroom**

Dinner on Your Own

SUNDAY, February 23rd

7:30am–5:00pm **Registration/CHES Desk**

**Hall of
Battles Foyer**

7:45–8:30am *Light Continental Breakfast*

8:30–8:45am **Welcome: Overview of Day 2** (Sit with State Delegations)

Presenter: Elaine Auld, MPH, MCHES, SOPHE

**Regency
Ballroom**

8:45–9:00am **CNHEO Health Education Advocate Award**

Presenter: TBD

**Regency
Ballroom**

9:00–9:45am **PRIORITY ISSUE- Prevention and Public Health Fund**

Moderator: Holly Mata, PhD, The University of Texas at El Paso

Presenter: Jack Rayburn, Trust for America's Health

**Regency
Ballroom**

9:45–10:30am **PRIORITY ISSUE- CDC Division of Population Health**

Moderator: Kelli R. Brown, PhD, Georgia College

Presenter: Wayne Giles, MD, MS, Centers for Disease Control & Prevention

**Regency
Ballroom**

10:30–10:45am	<i>Break</i>	
10:45–11:30am	PRIORITY ISSUE- PHYSICAL Act Moderator: Cherylee Sherry, MPH, MCHES, Minnesota Dept. of Health Presenter: Fern Goodhart , MSPH, MCHES, Office of Sen. Tom Udall (D-NM)	Regency Ballroom
11:30am–12:00pm	Review of Key Messages and Questions & Answers Presenter: Rob Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University	Regency Ballroom
12:00–1:00pm	<i>Buffet Lunch</i>	
1:00–2:00pm	Bringing it All Together-Getting Your Message Heard (Role Play) Presenter: Keely Rees, PhD, MCHES, University of WI La Crosse	Regency Ballroom
2:00–4:30pm	Hill Visit Planning (Small Groups) Facilitators: Advocacy Summit Planning Committee Reps-Specific assignments <i>Break as needed – Dessert Served</i>	Bunker Hill
4:30–5:00pm	Reconvene for Q&As/Wrap-Up/Tomorrow’s Agenda/Evaluation Presenter: Elaine Auld, MPH, MCHES , SOPHE	Regency Ballroom
7:00-8:30pm	Additional Hill Visit Planning Facilitator: Keely Rees, PhD, MCHES, University of WI La Crosse	Lexington/Concord

MONDAY, February 24th

7:30–8:00am	Breakfast on your own; Hotel Checkout	
8:00–8:45am	Walk to the Hill (leaving in groups 8:00 am)	Hotel Foyer
8:45-9:00am	Group Photo	Cannon Caucus Room
9:00–10:00am	Life on the Hill-Message from Congressional Staff Moderator: Jerrica Mathis, MEd, SOPHE Presenters: <ul style="list-style-type: none"> • Barbara Baylor, 2013 American Public Health Association Congressional Fellow • Heidi Ross, Office of Congressman Eliot L. Engel (D-NY) 	345 Cannon House Office Building (3rd Floor)
10:00am–4:00pm	Visits with Members of Congress Depart for home; online documentation of visits	